



Dance on Newy
DANCE STUDIO

FULL MARKETING TRANSFORMATION

Dance on Newy

Community-driven Latin Dance School | Newcastle, NSW

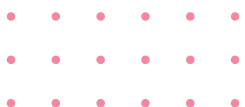
How we helped:

- Market Research
- Marketing Strategy
- UX & Website Optimisation
- Social Media Optimisation
- Paid Advertising
- Email Marketing
- Campaign Planning

The Client

Dance on Newy is a vibrant Latin dance school offering Salsa, Bachata and Cuban dance classes, performance courses, and social events in Newcastle.

Their mission is to create a welcoming space where people move, connect, and grow through dance.





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The Challenge

Dance on Newy wanted to:

- Increase enrolments
- Sell out events
- Re-engage former students
- Modernise their website
- Turn social media into a booking engine

But their digital presence lacked:

- Clear funnels
- Strong calls-to-action
- Visual consistency
- Conversion-focused layouts





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Our Approach

1. Strategy First

Deep market research, competitor analysis and audience mapping led to a full Marketing Strategy Plan.

2. UX & Website Optimisation

We improved copy, layout, imagery, video integration, CTAs and internal linking to convert visitors into bookings.

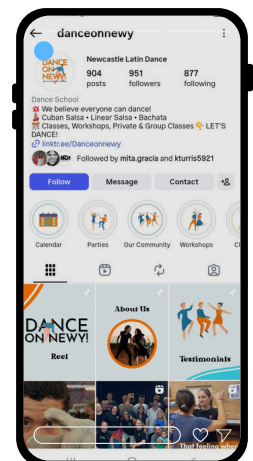
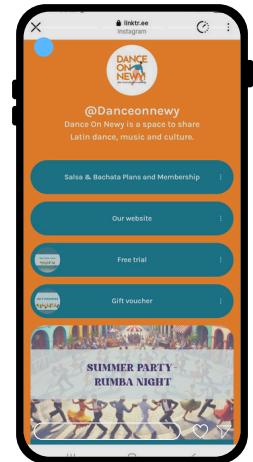
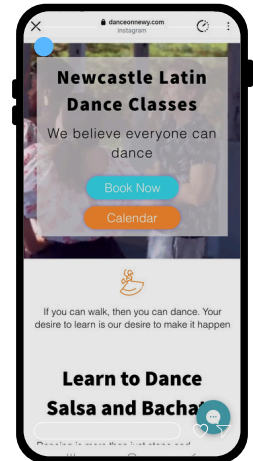
3. Social Channel Optimisation

Instagram and Facebook profiles were rebuilt with:

- Clear bios & funnels
- Highlight covers
- Branded templates
- Pinned posts
- Linktree structure

4. Ongoing Growth Marketing | Social Media Management

Weekly content calendars, paid ads, email campaigns and event launches kept momentum strong.





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Key Campaigns

- Performance Course with Cruz
- Rumba Party & seasonal events
- Free Trial term launches
- Gift Card & Black Friday promotions
- LatinFest partnership
- Workshop series

The Results

Within months:

- Major growth in local reach & engagement
- Strong ad performance with low CPC
- Increased event ticket sales
- Higher enquiry volume
- Improved website conversions

In figures:

Over 8 Meta (Facebook/Instagram) campaigns:

- **1,700+ website clicks generated**
- CPC as low as **\$0.09**
- Strong pixel retargeting pools
- High relevance scores
- Event ticket success (Rumba Party standout)





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Organic growth results:

- +200%–400% reach growth
- Massive increase in link clicks
- Engagement doubled
- Follower growth improved
- Profile visits surged

Why It Worked

- ✓ Strategy before execution
- ✓ Community-first storytelling
- ✓ Localised campaigns
- ✓ Conversion-driven design
- ✓ Consistent testing & optimisation

The Partnership

Dance on Newy continues to work with us as a long-term growth partner, not just a service provider.

Want Results Like This?

👉 Work With Us | Get in Touch

🌸 *Yours in Marketing*

